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42.81

From The
CENTER OF THE SOUTH
SOUTHERN NURSERY CO.
Established in 1872
AND LANDSCAPE
INC.

TELEPHONE 2302

2002 Seventh Avenue, Winchester, Tennessee



★ AUG 17 1950 ★
U. S. Department of Agriculture



August 1, 1950

Library, U. S. Department of Agriculture
Washington, 25, D. C.

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RED LEAF JAPANESE BARBERRY



Berberis thunbergii Atropurpurea
is a perfectly hardy, beautiful colored, red
leaved sport of Japaneseberry, prized for
its foliage the entire season.

The bright red leaves turn in early spring,
become a lustrous copper in summer and
a brilliant orange-red in fall, and in winter,
approaches, like wild red berries copper and
decorate the branches until spring.

The low dense growth, which will not exceed 4 feet, makes it very popular for hedges and borders. Its graceful habit and bright color or make it attractive whenever an accent is needed. It is immune to rust, transplants easily, bare root, and will grow in almost any soil but prefers a drier location and full sun.

Red Leaf Barberry naturally has an excellent fibrous root system which is still further improved by our method of growing it. The plants you get from us may have been transplanted two or even three times, and as you well know, each transplanting vastly improves the root system. Southern's barberry is started in special beds where it can be given perfect care; the young plants are frequently transplanted to larger beds to give them more room for full development; then to the nursery row for at least one year—sometimes two.

This results in a sturdy plant with a fine root system and strong canes—no spindly yearlings quickly run up to a minimum height. The Barberry you get from us may actually be as much as 5 years old.

Large quantities and efficient production permit us to burn all doubtful plants. You can be sure any barberry you get here will be full, heavy, healthy plants—better than standard grading really requires. We don't measure to the last, thin, topmost tips (they may be a foot longer). Only the heavy body of the plant counts.

Southern can offer you barberry at this price, not because it is a cheap plant, but because our volume of production lets us sell you a valuable plant at a low price.

15 to 19 inches.....\$2.50 per bushel

All good Company in single bushel.....\$2.50

All grading by American Association of

DOUBLE PEACHES

15 to 19 inches.....\$2.50

year customers. Not bothered
by insects or diseases so
common to fruiting
peaches. If you have
had trouble with other
flowering trees try
some of these vigorous
double flowering
peaches.

They're ready to sell!

These trees are
dormant buds
which means that all
their growth was made
in this past growing seas-
on. This assures you of a
vigorous, clean, bright barked
tree which will catch your custom-
ers eye.

Another reason you should re-
tail these trees is the price. You
have a better margin of profit on
flowering peaches than other
flowering trees because they cost
you less and you still get the very
best quality ornamental tree that
can be produced.

This year we are offering you
a choice of three colors. Each the
very best in its particular color.
Double Red They have been selected for their
Double White richness of color, size of bloom,
Double Pink double characteristics, clean fol-
iage and vigorous growth.

**Make Your Reservations Now — We will
Ship Whenever You Wish.**

15 to 19 inches.....\$2.50
20 to 24 inches.....\$2.50
25 to 29 inches.....\$2.50
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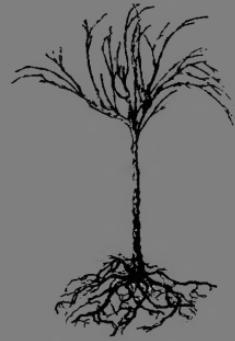


NO
MAGIC
NEEDED

Just Order This
“SURE FIRE” Sales Hit

And Watch the
SALES ZOOM!

TREE WISTARIA



2 to 3 Feet High — Bareroot \$2.25 Each
3 to 4 Feet High — Bareroot \$3.00 Each

Staked for three years in the Nursery
Row — well developed head on a strong
sturdy stem supported by a 5 year old
root system

We'll Be Charmed To Serve You!





Quit Your **WORRYING**

Sure, Nursery Stock Is Scarce -

BUT **W**orrying won't help ---- it takes action! The smart operators are getting action **NOW**. They are planning ahead. Figuring their needs for the coming year ---- and placing their orders **NOW** where they know they'll get quality stock. They'll be ready when the selling season starts.

Fruit tree production is way down! There haven't been enough ornamentals for several years! Increased building and home modernization creates an ever-growing demand for landscape material. The coming year will be no exception. Nurserymen everywhere will enjoy a year of very high consumer demand. You'll see shortages develop in both fruit and ornamentals before the selling season is half gone. **BUT** ---- **QUIT YOUR WORRYING!** Look at the enclosed price sheet. You'll see a good selection of varieties and sizes. The plants in the field are good -- really good. **HERE'S HOW YOU CAN GET AHEAD OF THE GAME.**

Take that pencil and pad and make an estimate of your needs for the coming season. (The more detailed you make your list the better off you will be.) Don't forget anything. Then make out an order for the plants you need and send it to us today. **REMEMBER**, the prices on our list are all you pay. **NO ADDED OR HIDDEN CHARGES FOR PACKING.** When your order comes in it is immediately written up -- you get an acknowledgment -- and the stock is reserved for you. It will be dug and shipped whenever you say. **THE IMPORTANT THING IS ORDER TODAY.**



That way you're sure of getting the plants your customers will want. **AND** -- you'll be sure of getting the very best quality stock; expertly packed and shipped according to your instructions. Then you won't be in the predicament of the poor old mule pictured below. He knows exactly what he wants, **BUT HE JUST CAN'T GET IT!**



*Serving You
- Since '72
From The Center
Of The South*

Reduce your overhead by ordering everything you are going to need. **That way the carrying charges per plant will be smaller. Then, too, if you'll allow enough time for a freight shipment, you can save further on transportation charges.**



The **SOUTHERN** **NURSERY**
Established in 1872 **AND** **LANDSCAPE** **CO.**
INC.

TELEPHONE 2302

WINCHESTER, TENNESSEE

